

40 GREENER \$ \$ GAMES

In celebration of the 40th Anniversary of Earth Day, the St. Louis Cardinals will host Green Week, April 26th—May 1st.

S U N	M O N	T U E	W E D	T H U	F R I	S A T
April 2010	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22 Earth Day	23	24
25	26 Green Week Pre-game: Allen Herschkowitz with NRDC	27 Pre-game: Ameren Energy Star	28 RECYCLE WITS E-Cycling 12—6 p.m.	29 RECYCLE WITS E-Cycling 7a.m.—2 p.m.	30 REUSE Redbird Rookies Recycle 4 Humanity Pre-game: Ice Mountain	1 REDUCE GRG Bike To Busch Trailgate 10 a.m.—12 p.m.
	Pure Power Off	Sets Energy				

40 GREENER GAMES

In celebration of the 40th Anniversary of Earth Day, the St. Louis Cardinals will host Green Week, April 26th through May 1st. Green Week will serve to raise awareness of the three “Rs”—recycling, reusing and reducing—and all we are doing here, at Busch Stadium, to go green.

April 26: Allen Hershkowitz, Senior Scientist of the NRDC, will attend a pre-game ceremony to kick-off Green Week.

April 27: Ameren and Energy Star will both attend pre-game ceremonies.

April 28: From 12 p.m. to 6 p.m., WITS will provide trailers, to be located in the Ballpark Village Lot, in which participants may drop off their unwanted electronic equipment (i.e. televisions, computers, cell phones, etc.). In return, the first 1,000 participants will receive an offer for a buy one get one free St. Louis Cardinals ticket. For more information, visit downtownunplugged.com.

April 29: From 7 a.m. to 2 p.m., WITS will provide trailers, to be located in the Ballpark Village Lot, in which participants may drop off their unwanted electronic equipment (i.e. televisions, computers, cell phones, etc.). In return, the first 1,000 participants will receive an offer for a buy one get one free St. Louis Cardinals ticket. For more information, visit downtownunplugged.com.

April 30: The St. Louis Cardinals will collect unwanted athletic equipment for donation to the Redbird Rookies. Ice Mountain will launch Recycle 4 Humanity, a program aimed at educating consumers about the second life of recycled bottles, during a pre-game ceremony where they will provide the Redbird Rookies with \$5,000 worth of athletic equipment made from rPET.

May 1: The week will conclude with Bike to Busch, an event focused on promoting environmentally—friendly methods of transportation. All bikers will receive a discounted ticket and be treated to free bike parking in the Ballpark Village Lot. Two hours prior to the game, from 10 a.m. to 12 p.m., the St. Louis Cardinals will host “Trailgate,” an event in the Ballpark Village Lot.

With the help of Pure Power, we will offset our energy consumption by purchasing renewable energy credits (RECs) for the duration of the week.